

**Media Alert \* Media Alert \* Media Alert \* Media Alert**  
**PRESS CONFERENCE      REQUEST FOR COVERAGE      PRESS CONFERENCE**

**FOR IMMEDIATE RELEASE:** January 23, 2012    **Media Contact:** Alexander (Sandy) Tennant  
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**THE CHICAGO CONCUSSION COALITION (CCC) EXPANDS OUTREACH  
PROGRAMS, CERTIFIES NFL ALUMNI IN CONCUSSION TRAINING,  
& FORMS NEW ALLIANCES TO EDUCATE A DIVERSE POPULATION**

*Fundraiser to be held on Friday, January 27, 2012 in Chicago*

**Who, What, Where & When:** **Chicago, IL** - The Chicago Concussion Coalition – led by Chris Nowinski of Sports Legacy Institute (SLI) and Dr. Len Messner, executive director of the Illinois Eye Institute – comprised of nearly fifty organizations and whose mission is to work in partnership to provide student athletes in the greater Chicago area with the best resources available to protect them from concussion in sports through integrating the existing programs of coalition members focused on prevention, education, assessment management and research will be holding a **press conference on January 27, 2012 at 3:00PM at the John J. Pershing West Middle School at 3200 S. Calumet, Chicago, IL**, to announce its plans to expand outreach programs and include former professional athletes certified in concussion education and benefit a diverse segment of the Greater Chicago population. To date, there are over 3000 athletic directors, coaches and student athletes in the greater Chicago area that have already received vital SLI concussion education.

The press conference follows the Sports Legacy Institute's Advanced Concussion Training (ACT) programs (see attached for complete details) – “the information and inspiration to play safer sports” led by Chris Nowinski (SLI) and Dr. Leonard Messner and will include Dr. Jeff Mjaanes, head of concussion training for Sports Medicine at Rush and a key organizer involved in education program as well as former NFL players. Former NFL and the NBA professional athletes along with health and education leaders will be on hand at the press conference to make announcements and field questions. The following announcements will be made at that time:

- (1.) The NFL Alumni Chicago Chapter headed by Charlie Brown, the NFL Retired Players Association (Chicago) by Reggie L. Smith and several former NBA athletes have joined together to support and actively participate in Sports Legacy Institute's Advanced Concussion Training (ACT) and SLICE Programs for the benefit of greater Chicago athletic directors, coaches and student athletes and who have completed training and certification and will begin going into the community to promote SLI's ACT training.
- (2) Through the support of Executive Director Dr. Terre Constantine, the Brain Research Foundation has awarded a \$50,000 grant to CCC member, SLI who will work closely with the IEI to help expand their concussion education programs for athletic directors, student athletes, coaches, etc. of the Chicago Public Schools and expand into other schools within the Chicagoland area.
- (3) The US Mexican community comprised of nearly two million Mexican Americans in the greater Chicago area are supporting the Chicago Concussion Coalition efforts and will be encouraging participation within the Mexican community.
- (4.) Calvin Davis will be honored.

**Following the Press Conference on 1/27/2012:**

**5:00PM-6:00PM:** Private VIP Reception at Bin 36, 339 North Dearborn St., Chicago

**6:00PM-8:30PM:** Super Weekend Fundraiser and Raffle Ticket Drawing at Sax Chicago, 333 N. Dearborn St., Chicago

**8:30PM-12:00AM:** Super Weekend After-Party at Sax Chicago, 333 N. Dearborn St., Chicago

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